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ALEXAI.008A



PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : Linden, et. al.
Appl. No. : 10/050,579
Filed : January 15, 2002
For : CONTENT PERSONALIZATION
BASED ON ACTIONS
PERFORMED DURING A
CURRENT BROWSING SESSION
Examiner : UNKNOWN
Group Art Unit : 2167

CERTIFICATE OF MAILING

I hereby certify that this correspondence and all marked attachments are being deposited with the United States Postal Service as first-class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on

August 15, 2003

(Date)


Ronald J. Schoenbaum, Reg. No. 38297

REQUEST TO CORRECT INVENTORSHIP

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

Pursuant to 37 C.F.R. § 1.48(a), please amend the inventorship to add Aaron Stewart as an inventor in the above-captioned application. Gregory D. Linden, Brent R. Smith, Nida K. Zada, Jonathan O. Aizen and Geoffrey B. Mack are currently listed as the inventors, and should remain on the application as co-inventors.

Enclosed with this request are the following: (1) a statement from Aaron Stewart that the error in inventorship occurred without deceptive intention on his part; (2) a declaration by the actual inventors, Gregory D. Linden, Brent R. Smith, Nida K. Zada, Jonathan O. Aizen; Geoffrey B. Mack, and Aaron Stewart, as required by 37 C.F.R. § 1.63; (3) the fee set forth in § 1.17(i); and (4) the written consent of the assignee, Alexa Internet, which includes as an attachment a copy of an executed Assignment from Aaron Stewart to Alexa Internet.

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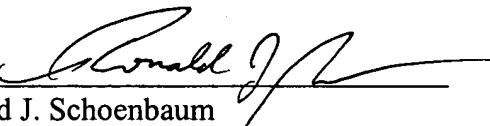
Appl. No. : 10/050,579
Filed : January 15, 2002

Please charge any additional fees, or credit overpayment to Deposit Account No.
11-1410.

Respectfully submitted,

KNOBBE, MARTENS, OLSON & BEAR, LLP

Dated: 8-15-03

By: 
Ronald J. Schoenbaum
Registration No. 38,297
Attorney of Record
Customer No. 20,995
(949) 760-0404

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DECLARATION - USA PATENT APPLICATION

As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name;

I believe I am an original, first and joint inventor of the subject matter which is claimed and for which a patent is sought on the invention entitled **CONTENT PERSONALIZATION BASED ON ACTIONS PERFORMED DURING A CURRENT BROWSING SESSION**; the specification of which was filed on **January 15, 2002** as Application Serial No. **10/050,579**.

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment referred to above;

I acknowledge the duty to disclose information which is material to patentability as defined in Title 37, Code of Federal Regulations, § 1.56;

I hereby claim the benefit under Title 35, United States Codes § 119(e) of any United States provisional application listed below.

Application No.: 60/343,797

Filing Date: October 24, 2001

I hereby claim the benefit under Title 35, United States Code, § 120 of any United States application(s) listed below, and insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application in the manner provided by the first paragraph of Title 35, United States Code § 112, I acknowledge the duty to disclose information which is material to patentability as defined in Title 37, Code of Federal Regulations, § 1.56, which became available between the filing date of the prior application and the national or PCT international filing date of this application:

Prior U.S.A. Application

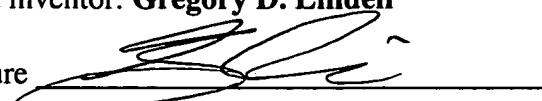
Application No.: 09/821,826

Filing Date: March 29, 2001 Status: Pending

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful, false statements may jeopardize the validity of the application or any patent issued thereon.

Full name of first inventor: **Gregory D. Linden**

Inventor's signature


4/6/2003

Residence: **Seattle, Washington**

Citizenship: **United States**

Post Office Address: **1200 12th Ave South, Suite 1200, Seattle, WA 98144**

Full name of second inventor: **Brent R. Smith**

Inventor's signature Brent R. Smith

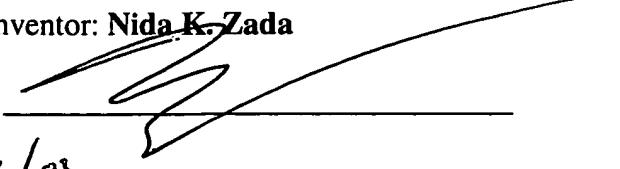
Date 04/03/2003

Residence: **Redmond, Washington**

Citizenship: **United States**

Post Office Address: **1200 12th Ave South, Suite 1200, Seattle, WA 98144**

Full name of third inventor: **Nida K. Zada**

Inventor's signature 

Date 7/23/03

Residence: **San Mateo, California**

Citizenship: **United States**

Post Office Address: **Building 37, Graham Street, The Presidio, San Francisco, CA 94129-0141**

Full name of fourth inventor: **Jonathan O. Aizen**

Inventor's signature 

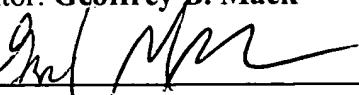
Date 04/04/2003

Residence: **Amherst, Massachusetts**

Citizenship: **United States**

Post Office Address: **Building 37, Graham Street, The Presidio, San Francisco, CA 94129-0141**

Full name of fifth inventor: **Geoffrey B. Mack**

Inventor's signature 

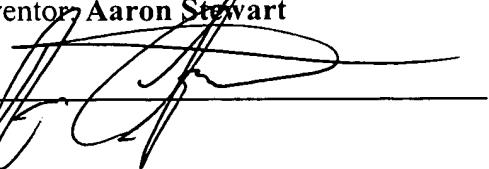
Date Apr. 14, 2003

Residence: **San Rafael, California**

Citizenship: **United States**

Post Office Address: **Building 37, Graham Street, The Presidio, San Francisco, CA 94129-0141**

Full name of sixth inventor **Aaron Stewart**

Inventor's signature 

Date 9/4/2003

Residence: **Corte Madera, California**

Citizenship: **United States**

Post Office Address: **Building 37, Graham Street, The Presidio, San Francisco, CA 94129-0141**

Send Correspondence To:

KNOBBE, MARTENS, OLSON & BEAR, LLP
Customer No. 20,995

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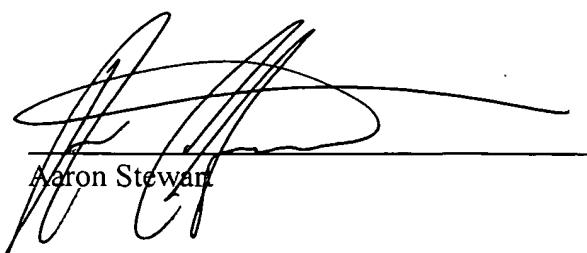
STATEMENT OF AARON STEWART
UNDER 37 C.F.R. §§ 1.48(a)

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I, Aaron Stewart, declare as follows:

When the above-referenced patent application was filed, I should have been, but was not, listed as an inventor (along with Gregory D. Linden, Brent R. Smith, Nida K. Zada, Jonathan O. Aizen and Geoffrey B. Mack) of the claimed subject matter. This error in inventorship occurred without any deceptive intention on my part.

Executed this 4 day of April, 2003.



Aaron Stewart

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PATENT

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Applicants	:	Linden, et. al.)
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App. No.	:	10/050,579)
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		CURRENT BROWSING)
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STATEMENT OF ALEXA INTERNET
CONSENTING TO THE ADDITION OF AARON STEWART
AS AN INVENTOR UNDER 37 C.F.R. § 1.48(a)

This is a statement by Alexa Internet (the "Assignee") consenting and agreeing to the addition of Aaron Stewart as an inventor on the patent application referenced above. The person signing this statement is authorized to act on behalf of the Assignee.

Gregory D. Linden, Brent R. Smith, Nida K. Zada, Jonathan O. Aizen and Geoffrey B. Mack filed U.S. Patent Application No. 10/050,579 on January 15, 2002, and assigned their entire rights, title, and interest in this Application, and in all continuations thereof, to Alexa Internet in April of 2002. The Assignment was recorded in the United States Patent and Trademark Office ("USPTO") on May 3, 2002 at Reel 012842, Frame 0804.

The present statement is in support of a request under 37 C.F.R. 1.48(a) to add Aaron Stewart as an inventor to this application.

Aaron Stewart has executed an Assignment (copy attached hereto) in which he has transferred his entire right, title and interest to the Assignee. The Assignee is recording said Assignment from Aaron Stewart with the USPTO concurrently with submission of the above-mentioned Request under 37 C.F.R. 1.48(a).

Patent No.: 6,269,369
Issue Date: July 31, 2001

The aforementioned Assignments represent the entire chain of title of the invention described in this Application from the inventors to the Assignee. The Assignee is thus the sole owner of the Application.

The Assignee agrees to the addition of Aaron Stewart as an inventor in this application.

I declare that all statements made herein are true, and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful, false statements may jeopardize the validity of the application or any patent issued thereon.

ALEXA INTERNET

By: Jonathan A. LeBlanc

Name Printed: JONATHAN A. LEBLANC

Title: VICE PRESIDENT

Date: 4 APRIL 2003

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ASSIGNMENT

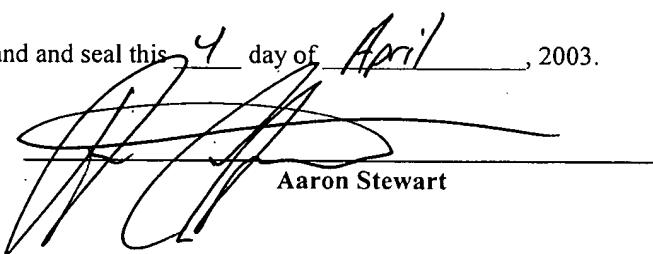
WHEREAS, I, **Aaron Stewart**, a United States citizen, residing in Corte Madera, California, have invented certain new and useful improvements in **CONTENT PERSONALIZATION BASED ON ACTIONS PERFORMED DURING A CURRENT BROWSING SESSION**, along with Gregory D. Linden, Brent R. Smith, Nida K. Zada, Jonathan O. Aizen and Geoffrey B. Mack (who have executed a separate assignment that is recorded at Reel 012842, Frame 0804), for which we have filed United States Patent Application No. 10/050,579, filed on January 15, 2002 ("the Application").

AND WHEREAS, **Alexa Internet** (hereinafter "ASSIGNEE"), a California Corporation, with its principal place of business at The Presidio of San Francisco, Bldg. 116, P.O. Box 29141, San Francisco, CA 94129-0140, desires to acquire the entire right, title, and interest in and to the improvements and the Application:

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, I hereby acknowledge that I have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the ASSIGNEE, its successors, legal representatives and assigns, my entire right, title, and interest throughout the world in, to and under the improvements, and the Application and all provisional applications relating thereto, and all divisions, renewals and continuations thereof, and all Letters Patent of the United States which may be granted thereon and all reissues and extensions thereof, and all rights of priority under International Conventions and applications for Letters Patent which may hereafter be filed for improvements in any country or countries foreign to the United States, and all Letters Patent which may be granted for improvements in any country or countries foreign to the United States and all extensions, renewals and reissues thereof; and I hereby authorize and request the Commissioner of Patents of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents on applications as aforesaid, to issue all Letters Patent for improvements to the ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND I HEREBY covenant and agree that I will communicate to the ASSIGNEE, its successors, legal representatives and assigns, any facts known to me respecting improvements, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing and reissue applications, make all rightful oaths and generally do everything possible to aid the ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper patent protection for improvements in all countries.

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 4 day of April, 2003.



Aaron Stewart

STATE OF }
 } ss.
COUNTY OF }

On _____, before me, _____, personally appeared **Aaron Stewart** personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument, and acknowledged to me that he executed the same in his authorized capacity(ies), and that by his signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

[SEAL]

Notary Signature